

What is claimed is:

1. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

- a) from about 2% to about 10% ethylene propylene rubber
- b) from about 9.5% to about 16% styrenic block copolymer
- c) from about 24% to about 33% tackifying resin
- d) from about up to .5% anti-oxidant
- e) from about 15% to about 35% NaCMC (Low DS)
- f) from about 5% to about 20% pectin
- g) from 0% to about 6% tackifier with low softening point
- h) from about 3% to about 12% plasticizer
- i) from 0% to about 25% NaCMC (high DS)
- j) from 0% to about 6% powdered cellulose

wherein the probe tack force in grams is in the range of 400-750.

2. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber has a broad molecular weight distribution.

3. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber is amorphous and random.

4. The hydrocolloid adhesive of claim 1 wherein the ethylene propylene rubber has an ethylene content of 50% or less.

5. The hydrocolloid adhesive of claim 1 wherein the probe tack force in grams is in the range of 500-650 grams.

6. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 1250 - 5000.

7. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 2000 - 3500 when extruded.

8. The hydrocolloid adhesive of claim 1 wherein the saline absorbency in grams per square meter for a 24 hour period is in the range of 1500 - 2500 when non-extruded.

9. The hydrocolloid adhesive of claim 1 wherein the non-extruded tensile strength in grams per square centimeter is in the range of 800 - 1500.

10. The hydrocolloid adhesive of claim 1 wherein the tensile strength in grams per square centimeter is in the range of 500 - 3500.

11. The hydrocolloid adhesive composition of claim 1 wherein the extruded tensile strength is in the range of 1500 - 2500 grams per square centimeter.

12. The hydrocolloid adhesive of claim 1 wherein the probe tack is between about 300 to about 750 grams, force.

13. The hydrocolloid adhesive of claim 1 wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

14. The hydrocolloid adhesive of claim 1 wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.

15. The hydrocolloid adhesive of claim 1 wherein the tackifier softening point is below about 37°C.

16. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

SUB
C27

SUB
G2

- a) from about 2% to about 20% ethylene propylene rubber.
- b) from about 2% to about 16% styrenic block copolymer.
- c) from about 14% - about 33% tackifying resin selected from the group of aliphatic, cyclo-aliphatic, mixed aliphatic-aromatic, hydrocarbon, pure monomer, rosins, gums and their esters and derivatives, or terpene or polyterpene resins.
- d) from 0% to about 0.5% anti-oxidant.
- e) from about 10% to about 35% NaCMC with degree of substitution below 1.0.
- f) from 0% to about 30.5% pectin.
- g) from about 3% to about 12% plasticizer.
- h) from 0% to about 6% tackifier with softening point below about 37°C.
- i) from 0% to about 25% NaCMC with degree of substitution above 1.0.
- j) from 0% to about 6% powdered cellulose.

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17. The hydrocolloid adhesive of claims *16* wherein the probe tack is between about 300 to about 750 grams, force.

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18. The hydrocolloid adhesive of claims *16* wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

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19. The hydrocolloid adhesive of claims *16* wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.

20. A pressure sensitive hydrocolloid adhesive comprising the following composition by percentage weight:

- a) from about 11.5% to about 36% of a hydrocolloid blend of ethylene propylene rubber and styrenic block copolymer.
- b) from about 24% to about 39% tackifying resin
- c) from 0% to about 0.5% anti-oxidant.
- d) from about 20% to about 52% absorbent powder selected from the group NaCMC, Pectin, powdered cellulose, and pregelatinized starch, optionally including minor amounts of powdered fillers, fibers, absorbents, or super absorbents.
- e) from about 3% to about 12% plasticizer.
- f) from 0% to about 6% tackifier with softening point below about 37°C.
- g) from 0% to about 25% NaCMC with degree of substitution above 1.0.
- h) from 0% to about 6% powdered cellulose.

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21. The hydrocolloid adhesive of claim *20* wherein the probe tack is between about 300 to about 750 grams, force.

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22. The hydrocolloid adhesive of claim *20* wherein the absorption of saline at 37°C is between about 500 and about 5,000 grams per square meter per day.

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23. The hydrocolloid adhesive of claim *20* wherein the tensile strength is between about 500 and 3,500 grams per square centimeter.